

**CHILDREN OF NATIONAL GUARDSMEN AND RESERVISTS WELCOMED
AT THE FIRST TEE CHAPTERS FOR NO COST PROGRAMS**

St. Augustine, Fla. (XXXXXX) – In 2010, The First Tee will offer golf instruction combined with character and life skills education to children of National Guardsmen and Reservists living in communities across the country. The initiative is made possible as part of a two-year agreement with the Department of Defense. The goal is to welcome at least 6,000 school-aged participants from military families to The First Tee for no cost programs. Prior golf experience and equipment are not necessary.

“We are honored to have the opportunity to introduce our positive youth development programs to children of those serving in our Armed Forces,” said Joe Louis Barrow, Jr., chief executive officer of The First Tee. “The First Tee Life Skills Experience teaches young people core values such as honesty and respect as well as important life skills such as managing emotions, goal setting, interpersonal communication and effective conflict resolution. The program goes far beyond teaching fundamental golf skills.”

Trained coaches and staff at over 200 Chapters of The First Tee offer a progression of lesson plans that create a fun and safe learning environment. The curriculum fosters curiosity about the game of golf and teaches how the positive values inherent in the game can be used at home, in school and in other areas of everyday life.

The free program will positively impact children of Guardsmen and Reservists that reside in 200 civilian communities across America. New sessions start throughout the year and dates and times vary by location. A parent from the military family can sign up at The First Tee Chapter in their community or download a voucher. For Chapter locations or to download a voucher, families should visit www.thefirsttee.org.

“Parents, teachers and communities have embraced our mission after seeing firsthand how the core values associated with the program help young people succeed,” said Barrow. “We expect to have a similar level of meaningful impact on the children of service members. When you think about the sacrifices being made by the men and women serving in the defense of our country, supporting this group of young people and military families with these types of programs is tremendously important.”

Over 7,800 volunteers, board members and coaches are engaged in teaching and mentoring participants of The First Tee. Independent research findings since 2003 outline longitudinal evidence of the effectiveness of The First Tee life skills programs, and indicate that participants demonstrate desirable qualities such as confidence, character, judgment and perseverance over time.

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About The First Tee

The First Tee (www.thefirsttee.org) is an initiative of the World Golf Foundation, a 501(c)(3) nonprofit organization based in St. Augustine, Fla. at World Golf Village, home of the World Golf Hall of Fame. Its mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Since its inception in 1997, The First Tee has introduced the game of golf and its values to more than 2.9 million participants in 49 states, over 2,800 elementary schools and four international locations - Canada, Ireland, New Zealand and Singapore. Former President George H. W. Bush serves as honorary chairman. The First Tee Founding Partners are The Masters Tournament, LPGA, PGA of America, PGA TOUR and the USGA.

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